

This Listing of Claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS

1. (Currently Amended) A system, comprising:

a first unit configured to generate an interactive three-dimensional (3-D) electronic programming guide (EPG), the 3-D EPG including a presentation of a virtual world having programming information and a layout; and

a database including a plurality of 3-D EPG worlds, each 3-D EPG world ~~includes including~~ a virtual world layout that provides the layout of the presented virtual world ~~and each 3-D EPG world is assignable to the 3-D EPG;~~

wherein the first unit is further configured to:

~~assign~~ receive, from a user, at least one user preference assigning a 3-D EPG world of the plurality of 3-D EPG worlds to one or more channels of the 3-D EPG, resulting in an assignment of the 3-D EPG world to the one or more channels, wherein the assignment is customizable,

receive a selection of a channel of the one or more channels of the 3-D EPG, and
in response to receiving the selection of the channel, ~~select the 3-D EPG world based on the channel and the assignment, and~~

~~in response to selecting the 3-D EPG world,~~ modify the layout of the presented virtual world based on the virtual world layout of the 3-D EPG world assigned by the at least one user preference.

2. (Previously Presented) The system of Claim 1 wherein the system comprises at least one of a set-top box, a television, and a VCR.

3. (Original) The system of Claim 1 wherein the system includes a plurality of drivers, one of the drivers communicating with a separate unit to replenish programming information.

4. (Canceled)

5. (Previously Presented) The system of Claim 1 wherein the database further includes at least one of a program event, program schedule time, program channel identification, and program title.

6. (Canceled)

7. (Canceled)

8. (Currently Amended) The system according to Claim 1 wherein ~~the assignment is determined based on a user selection~~ the at least one user preference assigns the 3-D EPG world to two or more channels of the 3-D EPG.

9. (Previously Presented) The system of Claim 1 wherein the virtual world layout of the 3-D EPG world is a matrix of rectangular boxes.

10. (Canceled)

11. (Canceled)

12. (Currently Amended) A ~~computer implemented~~ method, comprising:

generating, by a computing device, an interactive three-dimensional (3-D) electronic programming guide (EPG), the 3-D EPG including a presentation of a 3-D-virtual world having programming information and a layout;

providing accessing, by the computing device, a database including a plurality of 3-D EPG worlds, each 3-D EPG world includes including a virtual world layout that provides the layout of the presented 3-D-virtual world and each 3-D EPG world is assignable to the 3-D EPG;

assigning-receiving, by the computing device and from a user, at least one user preference assigning a 3-D EPG world of the plurality of 3-D EPG worlds to one or more channels of the 3-D EPG, resulting in an assignment of the 3-D EPG world to the one or more channels, wherein the assignment is customizable;

receiving, by the computing device, a selection of a channel of the one or more channels of the 3-D EPG; and

in response to receiving the selection of the channel, ~~selecting the 3-D EPG world based on the assignment; and~~

~~in response to selecting the 3-D EPG world,~~ modifying, by the computing device, the layout of the presented 3-D virtual world based on the virtual world layout of the 3-D EPG world assigned by the at least one user preference.

13. (Currently Amended) The ~~computer implemented~~ method of Claim 12 wherein the database further includes a plurality of objects associated with current programming events.

14. (Currently Amended) The ~~computer implemented~~ method of Claim 13 wherein the database resides in at least one of a set-top box, a television system, and a VCR.

15. (Canceled)

16. (Currently Amended) The ~~computer implemented~~ method of Claim 12 wherein the database further includes at least one of a program event, program schedule time, program channel identification, and program title.

17. (Canceled)

18. (Canceled)

19. (Currently Amended) The ~~computer implemented~~ method of Claim 12 wherein ~~the assignment is determined based on a user selection~~ the at least one user preference assigns the 3-D EPG world to two or more channels of the 3-D EPG.

20. (Currently Amended) The ~~computer implemented~~ method of Claim 12 wherein the layout of the 3-D EPG world is a matrix of rectangular boxes.

21. (Canceled)

22. (Canceled)

23. (Currently Amended) A One or more non-transitory machine-readable storage medium computer-readable media storing computer-executable tangibly embodying a sequence of instructions that, when executed, cause one or more processors executable by the machine to perform a method for enabling a three-dimensional (3-D) electronic programming guide (EPG), the method comprising:

generating an interactive three-dimensional (3-D) electronic programming guide (EPG), the 3-D EPG including a presentation of a ~~3-D~~ virtual world having programming information and a layout;

~~providing~~ accessing a database including a plurality of 3-D EPG worlds, each 3-D EPG world ~~includes~~ including a virtual world layout that provides for the layout of the presented ~~3-D~~ virtual world and each ~~3-D EPG world is assignable to the 3-D EPG;~~

~~assigning~~ receiving, from a user, at least one user preference assigning a 3-D EPG world of the plurality of 3-D EPG worlds to one or more channels of the 3-D EPG, resulting in an assignment of the 3-D EPG world to the one or more channels, wherein the assignment is customizable;

receiving a selection of a channel of the one or more channels of the 3-D EPG; and

in response to receiving the selection of the channel, selecting the ~~3-D EPG world based on the assignment; and~~

in response to selecting the ~~3-D EPG world,~~ modifying the layout of the presented ~~3-D~~ virtual world based on the virtual world layout of the 3-D EPG world assigned by the at least one user preference.

24. (Currently Amended) The one or more non-transitory machine-readable storage medium computer-readable media of Claim 23 wherein the EPG is stored in at least one of a set-top box, a television, and a VCR.

25. (Currently Amended) The one or more non-transitory machine-readable storage medium computer-readable media of Claim 24 ~~further including storing additional instructions that, when executed, cause the one or more processors further~~ to provide a plurality of drivers, one of the drivers communicating with a separate unit to replenish programming information.

26. (Canceled)

27. (Currently Amended) The one or more non-transitory machine-readable storage medium computer-readable media of Claim 23 wherein the database further includes at least one of a program event, program schedule time, program channel identification, and program title.

28. (Canceled)

29. (Canceled)

30. (Currently Amended) The one or more non-transitory machine-readable storage medium computer-readable media of Claim 23 wherein the virtual world layout of the 3-D EPG world is a matrix of rectangular boxes.

31. (Currently Amended) The one or more non-transitory machine-readable storage medium computer-readable media of Claim 23 wherein ~~the assignment is determined based on a user selection~~ the at least one user preference assigns the 3-D EPG world to two or more channels of the 3-D EPG.

32. (Canceled)

33. (Canceled)

34. (Canceled)

35. (Currently Amended) The system of Claim 1 wherein one or more of the plurality of 3-D EPG worlds cater to particular age categories of viewers ~~the assignment of the 3-D EPG world is determined on the basis of a user's age.~~

36. (Canceled)

37. (Currently Amended) The system of Claim 1 wherein the first unit is further configured to:
receive an assignment of the a second 3-D EPG world to one or more other channels of the
3-D EPG from is determined based on a programmer selection; and
in response to receiving a second selection of a second channel of the one or more other
channels, modify the layout of the presented virtual world based on the virtual world layout of the
second 3-D EPG world.

38. (Currently Amended) The ~~computer implemented~~ method of Claim 12 wherein ~~the assignment~~
~~of the 3-D EPG world is determined on the basis of a user's age~~ one or more of the plurality of 3-D
EPG worlds cater to a particular age category of at least one viewer.

39. (Canceled)

40. (Currently Amended) The ~~computer implemented~~ method of Claim 12, further comprising:
receiving, by the computing device, an wherein the assignment of the a second 3-D EPG
world is determined based on to one or more other channels of the 3-D EPG from a programmer
selection; and
in response to receiving a second selection of a second channel of the one or more other
channels, modifying, by the computing device, the layout of the presented virtual world based on
the virtual world layout of the second 3-D EPG world.

41. (Previously Presented) The system of Claim 1 wherein the layout of the presented virtual world
is comprised of environmental portions that do not include programming information.

42. (Previously Presented) The system of claim 1 wherein the plurality of 3-D EPG worlds includes
a first world, having a first layout, and a second world, having a second layout that is different from
the first layout.

43. (Currently Amended) The system of Claim 1 wherein the database further includes localized interactive content, and the first unit is further configured to generate the 3-D EPG based on the localized interactive content.

44. (Previously Presented) The system of claim 43 further including a user interface configured to allow a user to interact with the localized interactive content.

45. (Currently Amended) The system of claim 43 wherein the database is configured to store the localized interactive content in real-time.

46. (Currently Amended) The system of claim 1 wherein the database further includes electronic commerce objects, and the first unit is further configured to generate the 3-D EPG based on the electronic commerce objects.

47. (Currently Amended) The ~~computer-implemented~~ method of claim 12,
_____ wherein ~~the step of providing~~ accessing the database ~~further~~ includes providing accessing localized interactive content, and
_____ wherein generating the interactive 3-D EPG includes generating the 3-D EPG based on the localized interactive content.

48. (Currently Amended) The one or more non-transitory machine-readable storage medium computer-readable media of claim 23,
_____ wherein ~~the step of providing~~ accessing the database ~~further~~ includes providing accessing localized interactive content, and
_____ wherein generating the interactive 3-D EPG includes generating the 3-D EPG based on the localized interactive content.

49. (Canceled)

50. (Previously Presented) The system of claim 1, wherein the selection of the channel is received in response to an interaction with the 3-D EPG.

51. (Currently Amended) The system of claim 1, wherein the first unit is further configured to:

| prior to receiving the at least one user preference, display information representing one or
| more candidate 3-D EPG worlds to a user, the 3-D EPG world being one of the candidate 3-D EPG
| worlds,

| _____ wherein the candidate 3-D EPG worlds are candidates for assigning to one or more
| particular channels of the 3-D EPG, and

| wherein receiving the at least one user preference includes ~~receive~~ receiving information
| that represents a selection of the 3-D EPG world from the one or more candidate 3-D EPG worlds
| by the user;

| ~~_____ wherein assigning the 3-D EPG world includes assigning 3-D EPG world to the one or more~~
| ~~particular channels of the 3-D EPG in response to receiving the information that represents the~~
| ~~selection of the 3-D EPG world.~~

52. (Canceled)